

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION
AND CESSATION EXECUTIVE BOARD MEETING
FEBRUARY 19, 2004**

Mr. Bain Farris, Chairman, called the regular meeting of the Tobacco Prevention and Cessation Executive Board to order at 1:00pm, in the Rice Auditorium, Indiana State Department of Health, 2 North Meridian Street.

Mr. Farris called for the approval of the minutes from the November 13th meeting. Three corrections were made. Dr. Richard Feldman and Jennifer Thomas for Steve Carter were in attendance at the November board meeting, and J. Michael Meyer was not in attendance. Motion to approve the November minutes with said corrections was made by Mr. Smith, seconded by Dr. Jay. Motion approved.

January 31, 2004 Financial Report

Mrs. Bates gave the financial report for the period ending January 31, 2004. Motion to approve the financial report was made by Dr. Torabi, seconded by Dr. Keen. Motion approved.

Action Items

Dr. Keen spoke about the Review Advisory Group that considered statewide grants. He stated that we had an excellent review team that included three of Executive Board members, one evaluator from MZD Advertising, one evaluator from Promotus Advertising, three ITPC Staff members, and two tobacco control evaluators from other states.

Dr. Keen listed the criteria used to evaluate the Statewide Applicants. The applicant had to be Statewide (not local or regional). The applicant's grant had to be complimentary with ITPC's other partners (community and minority based), and also with CDC recommendations to evidence based tobacco control programs. He added that no pilot programs were approved this year due to funding reductions.

A report for funding Statewide Grant recommendations was given by Mrs. Gaillard.

Recommendations for Executive Board Approval- Statewide Applicants

- Boys & Girls Club of Indianapolis
- Indiana Academy of Family Physicians Foundation
- Indiana FFA Foundation
- Indiana High School Athletic Association
- Indiana State Fair Commission
- Indiana Teen Institute
- Montgomery County AHEAD Coalition, Inc.
- Indiana State Department of Health
- Indiana State Medical Association
- Indiana Minority Health Coalition, Inc.
- Future Choices, Inc.

Motion to approve the Statewide applicants as listed was made by Dr. Keen, seconded by Mr. Jones. Motion approved.

Mrs. Sneegas provided a handout that detailed a proposed motion to approve the adoption of a new model for VOICE management and approve \$360,000 in unspent community funds to be used to fund an additional four VOICE hubs.

Motion to approve said proposal made by Dr. Torabi, seconded by Mr. Meyer. Motion approved.

A report for recommendations for Executive Board approval of Community and Minority based partners, was given by Mrs. Gaillard.

Community Based Partnerships recommended for approval with modifications

- Crawford County- Hoosier Uplands Economic Development Corporation
- Fayette County- Community Education Coalition
- Parke County- Indiana Communities for Drug Free Youth dba C.H.A.N.C.E.S. for Indiana Youth

Mrs. Gaillard added that these are the last three counties out of the ninety two in Indiana that need to be funded.

Minority Based Partnerships recommended for Modifications of Approved Dollar Amount

- Clark County- Community Action of Southern Indiana
- Kosciusko County- Cardinal Center, Inc.

A handout detailing a proposed motion to recommend that the counties be funded at the levels requested (\$136,930). This funding level is \$13,660 over the original amount approved by the board in 2003. A handout detailed a motion to recommend that the additional funds (\$13,660) come from the community training line item.

Motion to approve the above listed community-based and minority based counties, and to approve the proposed funding levels made by Dr. Huber, seconded by Mr. Meyer. Motion approved.

Evaluation Committee Update

Dr. Jay gave the evaluation committee update. He began by discussing the three important data collection items. The Adult Tobacco Survey (ATS), The Youth Tobacco Survey (YTS) and the media tracking survey. Dr. Jay explained that these surveillance measures would be collected in 2004.

Mrs. Sneegas discussed a new partnership between ITPC and State Personnel Department that began in November 2003. She introduced Sue Roberson, the Executive Director of the State Personnel Department. Miss Roberson noted that the first cessation class is to take place next week. The Marion County Health Department is offering these classes for all state employees. They are also receiving the ITPC- Facts for Life emails weekly.

Strategic Planning Proposal

Mrs. Sneegas provided a handout detailing ITPC's Strategic Planning Proposal. The proposed motion is that the Board approve that staff move forward with a strategic planning process for the State of Indiana's Tobacco Control Plan for 2005-2010 and allocate up to \$70,000 in unspent community funds be used for consulting services for planning and facilitation of the development of the new plan.

Motion to approve the above proposal made by Dr. Torabi, seconded by Dr. Huber.
Motion approved.

Legislative Update

Mr. Lehmkuhler gave the legislative update. He discussed three bills.

- HB 1364 is Representative Kuzman's bill to securitize the Master Tobacco Settlement. It failed 45-47.
- HB 1337 states that cigarette manufactures that did not participate in the Master Tobacco Settlement would have a two percent or fifty cent tax/ assessment fee. This passed in the House 91-3, and is in the Sentate currently where they will do the first reading in the Committee Office.

HB 1044. This bill would make possession of any tobacco products in state correctional facilities or illegal trafficking tobacco to inmates a Class D Felony This failed during the third reading . It was amended to a Class A Misdemeanor and passed 86-9. This bill is currently in the Senate- Civil and Public Policy.

Media Update

Mr. Davis gave the media update. Rick Stoddard's commercials began airing again on February 9, 2004. Next month radio ads, and also newspaper ads with Rick and his message will start running. Rick will be doing a media tour on February 24, 2004. He will also be keeping a web diary, available on the VOICE. TV website. Students will be able to contact him through this new feature.

Mr. Davis also stated that the Second Hand Smoke ads ("Pack a Day") will also be running again soon. MZD and ITPC are going to be working with the local coalitions to help them utilize the available media materials. The Stick It campaign, will be replaced with the new "Breathing Room" campaign. This appeals to both adults and youth. There will be several new features with this new packet, including contests, several different pledge cards, and many more things to come.

Staff Update

Mrs. Sneegas gave the staff update, starting by telling the board about a news release that will be sent out later today. This news release will be a combined effort between ITPC and the ATC. This December (2003) the compliance rate was at eleven percent, when the compliance checks first started, the rate was twenty-nine percent. Also YTS data in 2000, 30% of high school students who tried to purchase tobacco products were denied due to being underage. In 2002 that percentage had risen to 39.6%.

At the November 2003 meeting, the Board approved a resolution on Women and Smoking. ITPC held a briefing in October of 2003, prior to the approval of the resolution on Women and smoking. As a follow up to the board meeting, a report has been provided in the packets that details the ITPC Plan for Outreach to Women.

ITPC had a staff retreat in January where the plan for the next eighteen months was mapped out. Mrs. Sneegas added that ITPC plans to document our partnership with State Personnel Department for our local coalitions to utilize in their areas. Mrs. Sneegas finished the staff update by giving highlights from the four regions in the state, as well as highlights from the minority based partnerships.

ITPC will be holding the second annual Partnership X-Change meeting on June 22 & 23.

Announcements

Mr. Farris announced that this would be the last Executive Board Meeting that he would be chairing. He has taken a new position as the President and CEO the Daughters of Charity Health System in Los Altos Hills, California. Dr. Torabi asked that it be reflected in the minutes that a sincere thanks goes out to Mr. Farris for all the dedication and hard work he has put into this agency. Executive Board members thank Mr. Farris for his dedications to the health of Hoosiers through his service as the Executive Board Chair.

Mrs. Sneegas said that she met with the Governor's Office recently regarding Mr. Farris resignation that the that ITPC will work to fill vacancies by May.

Mr. Farris adjourned the meeting at 3:10 pm.

The following Executive Board Members were present for all or part of the meeting

Bain J. Farris, Chairman
Gregory Wilson, MD, (Ex-Officio)
Karla Sneegas, MPH Executive Director
Richard Huber, MD
Steven Jay, MD
Peggy Voelz
Suzanne Clifford for John Hamilton (Ex-Officio)
Robert Keen, PhD
Mohammad Torabi, PhD
James Jones
John Graydon Smith
Michael Meyer
Richard Feldman, MD

The following Executive and Advisory Board members were not in attendance

Phyllis Lewis for Dr. Suellen Reed (Ex-Officio)
Alan Snell, MD
Robbie Barkley
Steve Simpson, MD

Alice Weathers
Arden Christen, DDS (Advisory)
Cecilia Williams (Advisory)
Kiki Luu (Advisory Board)
Diane Clements (Advisory Board)
Heather McCarthy (Advisory Board)
Bennett Desadier, MD (Advisory Board)
Steve Montgomery (Advisory Board)
Nadine McDowell (Advisory Board)
Robert Arnold (Advisory Board)
Kate Taylor (Advisory Board)
Steve Guthrie (Advisory Board)

Agency Staff in Attendance

Anita Gaillard, Director of Community Programs
Phil Lehmkuhler, Director of Contract Management, Human Resources & Legislative Liaison
Miranda Spitznagle, Director of Program Evaluation
Celesta Bates, Chief Financial Officer
Kristen Kearns, Contract Administrator
Becky Haywood, Executive Administrative Assistant
Karen O'Brien, Regional Program Director for Southwestern Indiana
Lori Peterson, Director of Minority Programs
Dan Morgan, Regional Program Director for Southeastern Indiana
Julia Eminger, Regional Program Director for Central Indiana

Agency Staff not in attendance

Jack Arnett, Regional Program Director of Northern Indiana

Others in attendance:

Harry Davis, MZD
Hannah Thomason, Clarion Health
Carissa Yackus, Clarion Health
Margaret Davidson, MZD
Mark Brown, Boys and Girls Club
Carolyn Waller, Indiana State Department of Health
Gurinder Hohl, Marion County Health Department
Heather Faulk, Marion County Health Department
Byron Brown, Marion County Health Department
Missy Lewis, Indiana Academy of Family Physicians
Coral Cosway, Indiana Academy of Family Physicians
Drew Crockett, MZD
Jill Richardson, MZD
Keri Rich, MZD
Penny Davis, Indiana State Excise Police
Steve Anderson, Indiana State Excise Police

